

**UTILITY PATENT APPLICATION TRANSMITTAL  
(Small Entity)***(Only for new nonprovisional applications under 37 CFR 1.53(b))*Docket No.  
ZMM-101

Total Pages in this Submission

**TO THE ASSISTANT COMMISSIONER FOR PATENTS****Box Patent Application  
Washington, D.C. 20231**

Transmitted herewith for filing under 35 U.S.C. 111(a) and 37 C.F.R. 1.53(b) is a new utility patent application for an invention entitled:

**PROMOTIONAL CALENDAR AND METHOD**

and invented by:

**Paul C. Zimmer**If a **CONTINUATION APPLICATION**, check appropriate box and supply the requisite information:☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP) of prior application No.: \_\_\_\_\_

Which is a:

☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP) of prior application No.: \_\_\_\_\_

Which is a:

☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP) of prior application No.: \_\_\_\_\_

Enclosed are:

**Application Elements**

1. ☐ Filing fee as calculated and transmitted as described below
2. ☒ Specification having 6 pages and including the following:
  - a. ☒ Descriptive Title of the Invention
  - b. ☒ Cross References to Related Applications *(if applicable)*
  - c. ☐ Statement Regarding Federally-sponsored Research/Development *(if applicable)*
  - d. ☐ Reference to Microfiche Appendix *(if applicable)*
  - e. ☒ Background of the Invention
  - f. ☒ Brief Summary of the Invention
  - g. ☒ Brief Description of the Drawings *(if drawings filed)*
  - h. ☒ Detailed Description
  - i. ☒ Claim(s) as Classified Below
  - j. ☒ Abstract of the Disclosure

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**Application Elements (Continued)**

3. ☒ Drawing(s) *(when necessary as prescribed by 35 USC 113)*  
a. ☐ Formal      b. ☒ Informal      Number of Sheets 3
4. ☒ Oath or Declaration  
a. ☐ Newly executed *(original or copy)*      ☒ Unexecuted  
b. ☐ Copy from a prior application (37 CFR 1.63(d)) *(for continuation/divisional application only)*  
c. ☒ With Power of Attorney      ☐ Without Power of Attorney  
d. ☐ DELETION OF INVENTOR(S)  
Signed statement attached deleting inventor(s) named in the prior application,  
see 37 C.F.R. 1.63(d)(2) and 1.33(b).
5. ☐ Incorporation By Reference *(usable if Box 4b is checked)*  
The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied under  
Box 4b, is considered as being part of the disclosure of the accompanying application and is hereby  
incorporated by reference therein.
6. ☐ Computer Program in Microfiche
7. ☐ Genetic Sequence Submission *(if applicable, all must be included)*  
a. ☐ Paper Copy  
b. ☐ Computer Readable Copy  
c. ☐ Statement Verifying Identical Paper and Computer Readable Copy

**Accompanying Application Parts**

8. ☐ Assignment Papers *(cover sheet & documents)*
9. ☐ 37 CFR 3.73(b) Statement *(when there is an assignee)*
10. ☐ English Translation Document *(if applicable)*
11. ☐ Information Disclosure Statement/PTO-1449      ☐ Copies of IDS Citations
12. ☐ Preliminary Amendment
13. ☒ Acknowledgment postcard
14. ☒ Certificate of Mailing  
☐ First Class      ☒ Express Mail *(Specify Label No.):* EL226871190US

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**(Small Entity)**

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**Accompanying Application Parts (Continued)**

15. ☐ Certified Copy of Priority Document(s) *(if foreign priority is claimed)*
16. ☒ Small Entity Statement(s) - Specify Number of Statements Submitted: 1
17. ☐ Additional Enclosures *(please identify below)*:

**Fee Calculation and Transmittal**

**CLAIMS AS FILED**

For	#Filed	#Allowed	#Extra	Rate	Fee
Total Claims	5	- 20 =	0	x \$9.00	\$0.00
Indep. Claims	2	- 3 =	0	x \$49.00	\$0.00
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					\$0.00
BASIC FEE					\$345.00
OTHER FEE (specify purpose)					\$0.00
TOTAL FILING FEE					\$345.00

- ☐ A check in the amount of \_\_\_\_\_ to cover the filing fee is enclosed.
- ☐ The Commissioner is hereby authorized to charge and credit Deposit Account No. \_\_\_\_\_ as described below. A duplicate copy of this sheet is enclosed.
- ☐ Charge the amount of \_\_\_\_\_ as filing fee.
- ☐ Credit any overpayment.
- ☐ Charge any additional filing fees required under 37 C.F.R. 1.16 and 1.17.
- ☐ Charge the issue fee set in 37 C.F.R. 1.18 at the mailing of the Notice of Allowance, pursuant to 37 C.F.R. 1.311(b).

Dated: July 10, 2000

  
Signature

John R. Benefiel  
Reg. No. 24,889  
280 Daines Street  
Suite 100 B  
Birmingham, Michigan 48009  
(248) 644-1455

CC:

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In Re Application of : Paul C. Zimmer  
U.S. Serial No. : --  
Filed On : July 10, 2000  
For : PROMOTIONAL CALENDAR AND METHOD

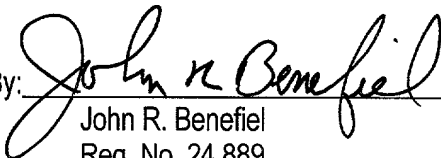
**CERTIFICATE OF EXPRESS MAILING**

Assistant Commissioner for Patents  
Washington, D. C. 20231

Sir:

I hereby certify that the accompanying patent application, along with any items referred to as being attached or enclosed, is being deposited with the United States Postal Service, Express Mail Customer Receipt No. EL226871190US on July 10, 2000.

Date: July 10, 2000

By:   
John R. Benefiel  
Reg. No. 24,889

280 Daines Street  
Suite 100 B  
Birmingham, Michigan 48009  
(248) 644-1455

Applicants or Patentees: Paul C. Zimmer  
Serial or Patent No.: --  
Filed On: Herewith  
Docket: ZMM-101  
For: PROMOTIONAL CALENDAR AND METHOD

**VERIFIED STATEMENT (DECLARATION) CLAIMING SMALL ENTITY STATUS  
37 CFR 1.9 (f) and 1.27 (c) - SMALL BUSINESS CONCERN**

I hereby declare that I am:

☐ the owner of the small business concern identified below:  
☒ an official of the small business concern empowered to act on behalf of the concern identified below:

Name of concern Allied Printing Company, Inc.  
Address of concern 22438 Woodward Ave., Ferndale, Michigan 48220-9974

I hereby declare that the above-identified small business concern qualifies as a small business concern as defined in 13 CFR 121.3-18, and reproduced in 37 CFR 1.9(d), for purposes of paying reduced fees under section 41(a) and (b) of Title 35, United States Code, in that the number of employees of the concern, including those of its affiliates, does not exceed 500 persons. For purposes of this statement, (1) the number of employees of the business concern is the average over the previous fiscal year of the concern of the persons employed on a full-time, part-time or temporary basis during each of the pay periods of the fiscal year, and (2) concerns are affiliates of each other when either, directly or indirectly, one concern controls or has the power to control the other, or a third party or parties controls or has the power to control both.

I hereby declare that rights under contract or law have been conveyed to and remain with the small business concern identified above with regard to the invention, entitled:

**PROMOTIONAL CALENDAR AND METHOD**

described in

☒ the specification filed herewith  
☐ application serial no. \_\_\_\_\_, filed on \_\_\_\_\_  
☐ patent number \_\_\_\_\_, issued \_\_\_\_\_

If the rights held by the above-identified small business concern are not exclusive, each individual, concern or organization having rights to the invention is listed below and no rights to the invention are held by any person, other than the inventor, who could not qualify as a small business concern under 37 CFR 1.9(d) or a non profit organization under 37 CFR 1.9(e).

NAME NONE  
ADDRESS \_\_\_\_\_

☐ individual      ☐ small business concern      ☐ non profit organization

I acknowledge the duty to file, in application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small entity is no longer appropriate. (37 CFR 1.28(b)).

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this verified statement is directed.

NAME OF PERSON SIGNING Paul C. Zimmer  
TITLE OF PERSON OTHER THAN OWNER President  
ADDRESS OF PERSON SIGNING 22438 Woodward Ave.  
Ferndale, Michigan 48220-9974

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

## **PROMOTIONAL CALENDAR AND METHOD**

### **Cross Reference to Related Applications**

This application claims the benefit of provisional application serial number 60/142,754, filed on July 8, 1999.

### **Background of the Invention**

This invention concerns business promotion and advertising. Businesses and other enterprises have long used the promotional technique of giving away to customers or other items used everyday which bear the enterprise name and other advertising text.

A prime example of such items are calendars having advertising copy printed on a panel above the monthly calendar pages which are turned or torn off at the beginning of each month.

Since the recipients look at the calendar each day, they are constantly exposed to the enterprise name and advertising copy.

The proven effectiveness of this technique is attested by its long standing practice.

It is the object of the present invention to improve on this technique and the calendar format used to practice this promotional method.

### **Summary of the Invention**

The above object and others which will be appreciated by a reading of the following specification and claims is achieved by the distribution of a personalized daily calendar, preferably a perpetual calendar, in which each calendar page is prominently imprinted

1 with the name of the recipient, and the name of the enterprise to be promoted. An informational  
2 message which may be related to the enterprise may also be printed on each page.

3 The prominent appearance of the recipients name on every page attracts the  
4 attention of the recipient and creates a favorable association with the enterprise identifier also  
5 appearing on that page, which favorable effect is reinforced daily. The recipient is constantly  
6 impressed with the value set on the relationship by the enterprise.

7 The secondary message, which changes on successive pages, offers a chance to  
8 inform the recipient of the enterprise and its capabilities. Where a neutral secondary message is  
9 utilized, this changing message will attract the interest of the recipient every day.

#### 10 Description of the Drawings

11 Figure 1 is a perspective view of a perpetual daily calendar, showing the format of  
12 the first page.  
13

14 Figure 2 is a perspective view of the calendar shown in Figure 1, turned to the  
15 page of the next day.

16 Figure 3 is a perspective view of the calendar shown in Figures 1 and 2, turned to  
17 the page of a later date illustrating another use of a secondary message.

#### 18 Detailed Description

19 In the following detailed description, certain specific terminology will be  
20 employed for the sake of clarity and a particular embodiment described in accordance with the  
21 requirements of 35 USC 112, but it is to be understood that the same is not intended to be  
22



1 limiting and should not be so construed inasmuch as the invention is capable of taking many  
2 forms and variations within the scope of the appended claims.

3 Referring to Figure 1, a daily calendar 10 is shown, of a type in which each day of  
4 the year is imprinted on a separate respective page 12, the pages 12 held together as by a wire  
5 ring binding 14. This allows each page 12 to be turned, allowing display of the next day page  
6 12B (Figure 2). The calendar 10 may be of the “perpetual” type, i.e., the day of the week and  
7 holiday notations being omitted to allow multi year use, although this is optional.

8 Each page 12 has a prominent imprint 16 of the name of an intended recipient,  
9 preferably in a central location and in large type just below the date 20 to be conspicuously  
10 displayed on each page.

11 This personalizes the calendar to the recipient. Each page also bears a  
12 prominently displayed imprint 18 of the name and/or logo of the enterprise, here Focus Hope, a  
13 non profit enterprise operated in Detroit, Michigan.

14 A text message 22 may also be printed on each page, which may be specific to the  
15 enterprise, in the example shown concerning the founding of Focus Hope, and are different on  
16 each page 12B (22C, Figure 2).

17 Alternatively, the message 22C (Figure 3) may be of unrelated content, but  
18 attracting the interest of the user.

19 The personalizing of each page with the imprint of the recipient’s name 16 creates  
20 an interest and a favorable association with an enterprise whose identifier 18 is likewise  
21 prominently imprinted on each page 12.

22 The secondary message 22 creates interest and opportunity to inform the recipient

1 each day.

2 A regular calendar, i.e., non perpetual, may alternatively be used.

1 Claims:

2 1. A promotional calendar comprising:

3 a series of pages each imprinted with a respective day of the year and held  
4 together to allow turning or tear off of each page;

5 each page prominently printed with the name of a person to personalize the  
6 calendar;

7 each page also prominently printed with an identifier of an enterprise to be  
8 promoted.

9  
10 2. The calendar of claim 1 wherein a differing text message is also imprinted  
11 on each calendar page.

12  
13 3. The calendar of claim 2 wherein only the date is printed on each page to  
14 provide a perpetual calendar.

15  
16 4. A method of promoting an enterprise to selected individuals comprising  
17 the steps of prominently printing the name of each such individual on each page of a daily  
18 calendar as well as an enterprise identifier; and,  
19 distributing said calendar to each of said individuals.

20  
21 5. The method according to claim 4 further including the step of imprinting a  
22 different message relating to the enterprise on each page of said daily calendar.

## **PROMOTIONAL CALENDAR AND METHOD**

### **Abstract of the Disclosure**

A daily calendar used to promote an enterprise to an individual has the name of the individual prominently printed on each page together with an identifier of the enterprise. A text message relating to the enterprise may also appear on each page. The calendar is given to the person with whom the enterprise intends to promote itself.

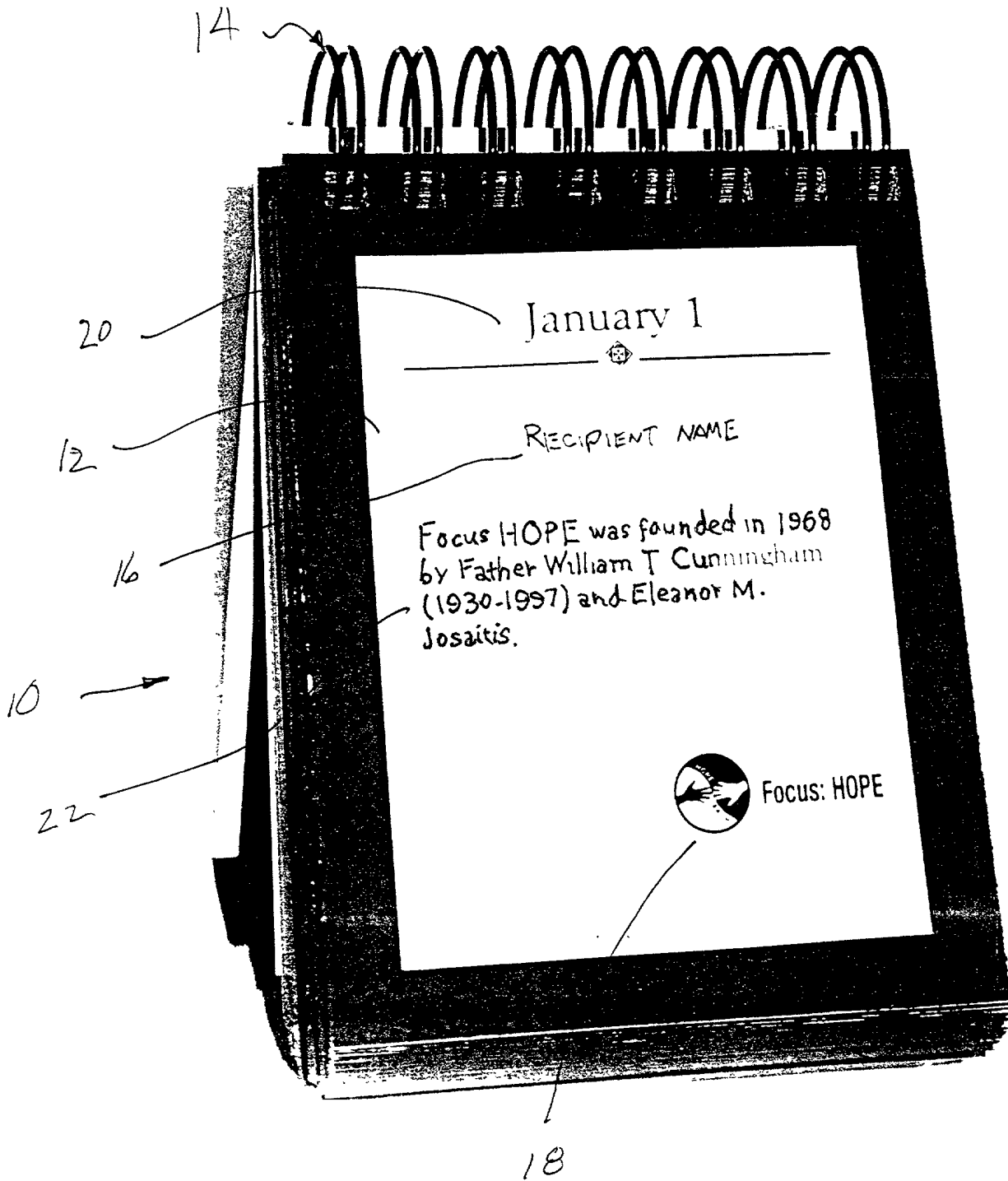


FIG 1

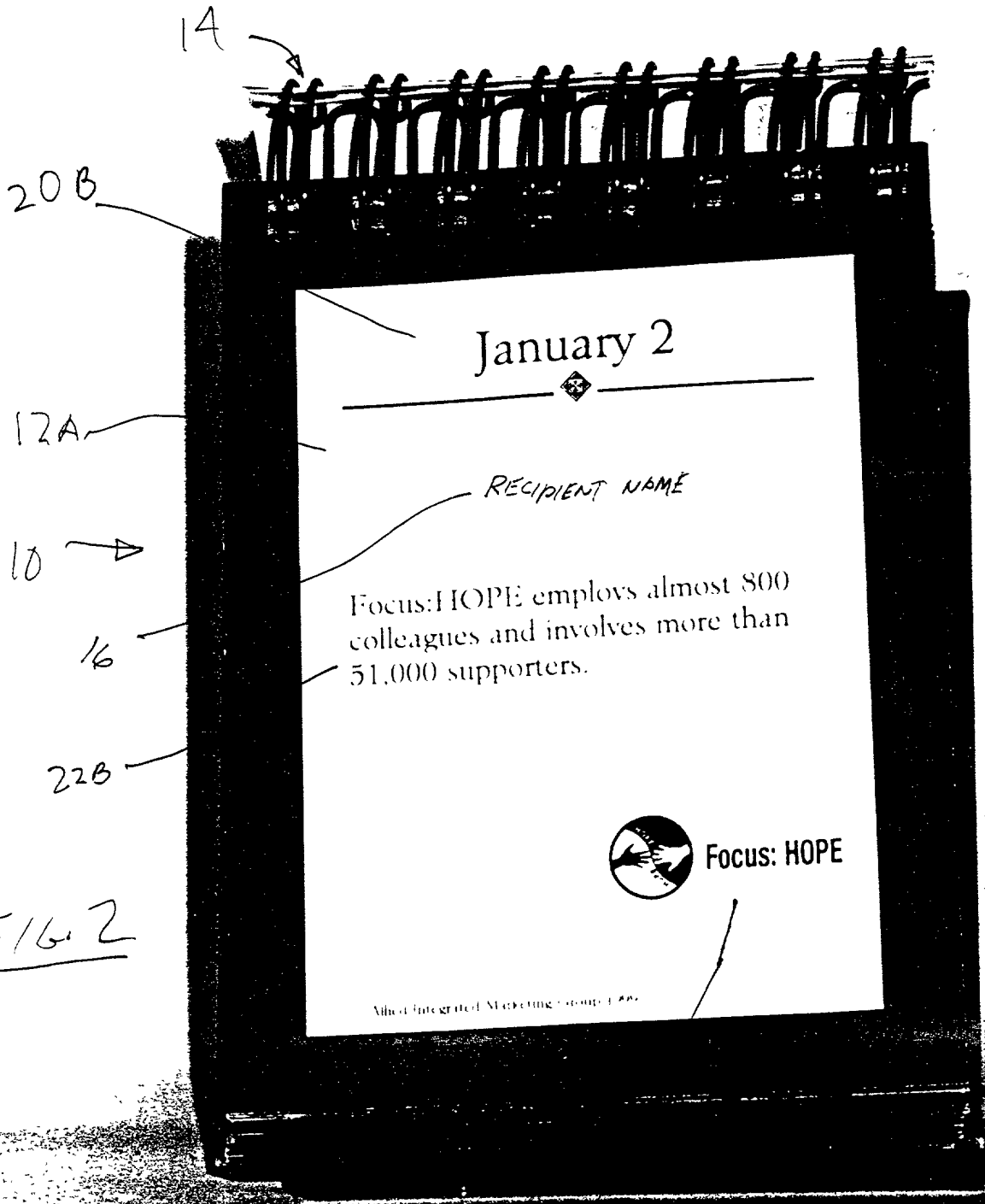


FIG. 2

20c

12c

16

10 →

22c

18

RECIPIENT NAME

December 19

Right now is a good time

January 14

RECIPIENT NAME

It's time to start living the life  
we've imagined.

Henry James



Focus: HOPE

FIGURE 3

## COMBINED DECLARATION AND POWER OF ATTORNEY

As a below named inventor, I hereby declare that: My residence, post office address, and citizenship are as stated below next to my name; and I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

### PROMOTIONAL CALENDAR AND METHOD

The specification of which

☒ is attached hereto

☐ was filed on \_\_\_\_\_, as Application Serial No. \_\_\_\_\_.

☐ and was amended on or through \_\_\_\_\_.

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above. I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, §1.56(a).

I hereby claim the benefit under Title 35, United States Code, §119(e) of any United States provisional application(s) listed below:

<u>60/142,754</u>	<u>July 8, 1999</u>
(Application Serial No.)	(Filing Date)

I hereby claim the benefit under Title 35, United States Code, §120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, 112, I acknowledge the duty of disclose material information as defined in Title 37, Code of Federal Regulations, 1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of the application.

NONE

(application serial no.)	(filing date)	(status)
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And I hereby appoint John R. Benefiel, Patent Office Registration No. 24,889, as my attorney, to prosecute this application and to transact all business in the United States Patent and Trademark Office connected therewith. Send all correspondence to: John R. Benefiel, 280 Daines Street, Suite 100 B, Birmingham, Michigan 48009, Telephone No. (248) 644-1455.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are



punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full name of sole (or first inventor) Paul C. Zimmer

Inventor's signature \_\_\_\_\_

Date \_\_\_\_\_ Citizenship USA

Residence Grosse Pointe Woods, Michigan

Address 1295 Sunningdale, Grosse Pointe Woods, Michigan 48236